

# Prolifics' XMLink™ Driving Strategy and Innovation to the Automotive Industry

---

## Overview

### Description

- ✓ Integration of multiple enterprise applications to open standards

### Software

- ✓ Prolifics XMLink
- ✓ IBM WebSphere Application Server
- ✓ IBM WebSphere MQ
- ✓ IBM WebSphere Business Integrator
- ✓ Oracle/BEA Tuxedo

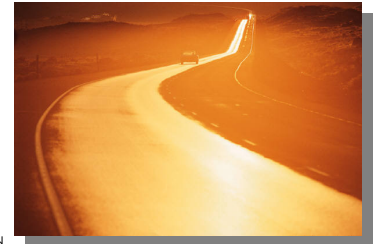
---

## Benefits

- ✓ Reduces total cost of ownership
- ✓ Preserves 100% of investment in legacy business rules
- ✓ Provides a quick solution to e-business demands and open standards
- ✓ Accelerates integration and migration to IBM WebSphere

## Client Background

A leading European manufacturer of passenger and light commercial vehicles pursues a strategy for profitable growth. In acquiring major worldwide motor manufacturing brands, the auto company is better positioned to penetrate international markets and speed its profitability. Additionally, the car company's aim is to successfully develop relations not only with their customers and suppliers, but also enable substantial advances in productivity with their employees and internal processes.



## Business Problem

In acquiring new brands, the company was presented with both technology and business challenges — namely ensuring the strategies of each newly acquired entity fit into a global and coherent force.

The car company had heavily invested into a myriad of technologies and applications serving different purposes throughout the company. For example, the organization supported 24 different WebSphere applications and 4 different applications built on varying version of BEA Tuxedo® (v6.4 to v8.0) in which sales distributors can configure and order cars. The auto company developed a proprietary BEA Tuxedo v6.4 legacy connector to WebSphere that was maintained at a significant cost. Additionally, the company also had various SAP applications used for accounting and enterprise applications used for production management which are supported on AS/400 and IMS/CICS systems.

The company determined that in order to speed its profitability and establish a successful global market presence, it needed to apply its strengths back to where they exist. Their first step was to consolidate technologies. Therefore, allowing the company to lower total cost of ownership and focus on its core objectives — making cars.

## Solution

As XMLink supports Tuxedo versions 6 through 8, the car company was able to replace their proprietary solution while leaving their entire BEA Tuxedo system intact and quickly extending to an IBM WebSphere open standards-based environment.

Prolifics' XMLink was chosen particularly for its dual support for Java™ Common Connector Interface (CCI) and XML-based invocation styles. The XML-interface facilitates the exchange of XML-based clients which provided the car company with a consistent interface for exposing its BEA Tuxedo business services to WebSphere MQ, MQSeries™ and WebSphere Business Integrator.

*(Continued on page 2)*

The company was able to reuse 100% of existing business logic without changing the existing environment while completely modernizing to an open standards-based IBM WebSphere infrastructure. The company is successfully positioned for the future of Web services, B2B, and open messaging systems.

Prolifics' XMLink enabled the reuse and integration of existing enterprise assets. The IBM WebSphere solution includes WebSphere Application Server, WebSphere MQ, MQSeries, WebSphere Business Integrator.

---

## About Prolifics, a SemanticSpace Company

Prolifics is the largest systems integrator specializing in IBM technologies. Having garnered awards for its solutions and technical excellence across IBM's entire software portfolio, Prolifics provides expert services including architectural advisement, design, development and deployment of end-to-end SOA, Portal and Security solutions. SemanticSpace, Prolifics' parent company, is a global IT services firm providing application development, testing, application maintenance and outsourcing services. Bringing over 30 years of experience and a strong global presence across the US, Europe and Asia, the SemanticSpace companies offer clients end-to-end services combined with the market's most seasoned and skilled consultants and the dedicated care and attention that comes from a highly-specialized, boutique company. By combining application frameworks, prebuilt components, custom development expertise, a governance framework and a blended shore model, we help organizations decrease risk in complex software development and deployment investments, improve time to market and increase success of business strategy execution.



SEMANTICSPACE

e: [solutions@prolifics.com](mailto:solutions@prolifics.com)    [www.prolifics.com](http://www.prolifics.com)  
u.s. headquarters: 114 west 47th street    new york    new york    10036 USA    t: 212.267.7722    or    800.458.3313    f: 212.608.6753  
new york city    orlando    boston    philadelphia    washington dc    san francisco    london    hamburg    hyderabad